

BS01377

U.S. Application No. 10/020,779 Art Unit 3622
Response to April 4, 2007 Office Action

AMENDMENT TO THE CLAIMS

1. (Currently Amended) An advertisement management method, comprising:
 - receiving programming content delivered as a scheduled lineup having an advertisement ~~time slot~~ inserted into a future advertisement time slot;
 - categorizing the advertisement ~~time slot~~ as overrideable ~~or~~ and non-overrideable, the overrideable categorization allowing the advertisement time slot may have an associated advertisement to be replaced with a different advertisement, and the non-overrideable categorization not allowing replacement of the advertisement and allowing the advertisement to be delivered as scheduled advertisement time slot may not have the associated advertisement replaced;
 - receiving an advertiser's request to replace the advertisement with the different advertisement;
 - determining whether the advertisement ~~time slot~~ is categorized as overrideable;
 - determining whether the advertisement and the different advertisement are nearly equal in time length; and
 - when if the advertisement time slot is categorized as overrideable, and when the advertisement and the different advertisement are nearly equal in time length, then replacing the advertisement with the different advertisement.
2. (Previously Presented) The method of claim 1, further comprising receiving a premium to replace the advertisement.
3. (Currently Amended) The method of claim 1, wherein the overrideable advertisement ~~time slot~~ is priced at a lower cost than the non-overrideable advertisement ~~time slot~~.
4. (Previously Presented) The method of claim 1, further comprising providing data regarding viewing habits that distinguishes more-valuable viewers from less-valuable viewers.

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5. (Previously Presented) The method of claim 1, further comprising matching advertisements with the more-valuable viewers and with the less-valuable viewers.
6. (Previously Presented) The method of claim 1, further comprising at least one of: broadcasting the programming content as a television broadcast, broadcasting the programming content as a radio broadcast, and broadcasting the programming content over a network.
7. (Cancel)
8. (Previously Presented) The method of claim 1, further comprising creating a log of events viewed by potential consumers.
9. (Currently Amended) An advertisement management method, comprising:

receiving programming content delivered as a scheduled lineup having an advertisement inserted into a future advertisement time slot;

categorizing the advertisement ~~time slot~~ as overrideable or and non-overrideable, the overrideable categorization allowing the advertisement time slot may have an associated advertisement to be replaced with a different advertisement, and the non-overrideable categorization not allowing the advertisement time slot may not have an associated advertisement to be replaced and allowing the advertisement to be delivered as scheduled;

receiving an advertiser's request to replace the advertisement with the different advertisement;

determining whether the advertisement ~~time slot~~ is categorized as overrideable;

determining whether the advertisement and the different advertisement are nearly equal in time length; and

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when if the advertisement time-slot is categorized as overrideable, and when the advertisement and the different advertisement are nearly equal in time length, then replacing the advertisement with the different advertisement.

10. (Cancel)
11. (Previously Presented) The method of claim 9, further comprising receiving a premium to replace the advertisement.
12. (Currently Amended) The method of claim 9, further comprising pricing the overrideable advertisement ~~time-slot~~ at a lower cost than the non-overrideable advertisement ~~time-slot~~.
13. (Previously Presented) The method of claim 9, further comprising providing data regarding viewing habits that distinguishes more-valuable viewers from less-valuable viewers.
14. (Currently Amended) The method of claim 9 13, further comprising matching advertisements with the more-valuable viewers and with the less-valuable viewers.
15. (Previously Presented) The method of claim 9, further comprising at least one of: broadcasting the scheduled programming content as a television broadcast, broadcasting the scheduled programming content as a radio broadcast, and broadcasting the scheduled programming content over a network.
16. (Cancel)
17. (Currently Amended) A system for managing advertisement programming, comprising:

a processor communicating with memory;

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the processor receiving ~~receives~~ programming content delivered as a scheduled lineup having an advertisement time slot;

the processor categorizing ~~categorizes~~ the advertisement ~~time slot~~ as overrideable ~~or and~~ non-overrideable, the overrideable categorization allowing the advertisement time slot may have an associated advertisement to be replaced with a different advertisement, and the non-overrideable categorization not allowing the advertisement time slot may not have the associated advertisement to be replaced and allowing the advertisement to be delivered as scheduled;

the processor receiving ~~receives~~ an advertiser's request to replace the advertisement with the different advertisement;

the processor determining ~~determines~~ whether the advertisement time slot is categorized as overrideable;

the processor determining ~~determines~~ whether the advertisement and the different advertisement are nearly equal in time length; and

when if the advertisement time slot is categorized as overrideable, and when the advertisement and the different advertisement are nearly equal in time length, then the processor replaces the advertisement with the different advertisement.

18. (Previously Presented) The system of claim 17, wherein the system receives a premium to replace the advertisement.
19. (Currently Amended) The system of claim 17, wherein the overrideable advertisement ~~time slot~~ is priced at a lower cost than the non-overrideable advertisement ~~time slot~~.
20. (Currently Amended) The system of claim 17, the processor further ~~comprising~~ providing data regarding viewing habits that distinguishes more-valuable viewers from less-valuable viewers.